

## Crazy Characters

Character symbols are often used in television commercials, newspaper ads, magazine ads, special promotions, and various other promotional techniques. For example, Ronald McDonald is McDonald's character symbol. Selecting the appropriate character symbol is important because it has a direct impact on the image of a business.

Select one of the restaurants below and utilize a character symbol to help position its marketing message. Be sure to select a character that reflects the image of the restaurant.

Applebee's  
Baskin-Robbins  
Beto's Mexican Food  
Blimpie Subs  
Boston Market  
Chili's  
Dairy Queen  
Denny's  
Einstein Brother's Bagels

Hogi Yogi  
IHOP  
Olive Garden  
Pizza Hut  
Red Robin  
Sonic  
Starbuck's Coffee  
Training Table  
Winger's

Assume you have been given rights to use the symbol, if it already exists, or make up a new character symbol. Use the following outline to complete your project:

Name of Restaurant:

Character Symbol & Name:

Image(s) of Restaurant (price, quality, fun, elegant dining, etc.):

Advertising Campaign Theme/Slogan (using your character symbol):

Target Market:

Demographic (age, gender, income, ethnicity, etc.)

Psychographic (family life cycle, values, etc.)

Geographic (local, rural, etc.)

Behavioristic (regular occasion, special occasion, benefits sought, etc.)